

Quote Questionnaire

Please answer each question to the best of your ability and skip any questions that don't relate to your project. Return the answers back via email to mail@ioffedesign.com. An estimate will be ready within 2 business days.

01. Please provide the details (name, phone, email) of all the key contacts in your organization for this project. If there is more than one key contact, please describe the role of each, as they relate to this project.

02. When would you like the project to start? When does the project need to be completed? Is this date flexible?

03. Is this a redesign of an existing site? If so, please provide the address. (If applicable) what features/areas work well on your existing site? What doesn't work well on it? The look and feel is too old-style, visitors can't find information, etc.

04. What is the purpose of the proposed site? Describe the primary and secondary products/services you are promoting.

05. Describe the ideal visitor to your site (technically savvy, internet novice, business person, women aged 25-35, etc). Also describe who the site is not catered to.

06. List 4-5 competitor sites as well as a few details on what you like and don't like about each.

07. Do you have an established visual identity you would like to keep with? Will the site involve your current logo? Your current colour scheme? Your current fonts?

08. Describe the site's desired "look and feel". List some words that would best describe the tone and feel of the site (clean, corporate, edgy, dirty, modern, technical, minimal).

09. Is the content for the site already written? If not, when do you anticipate it to be ready?

10. How much content do you expect the site to have? Please estimate the number of pages or sections, and list them.

11. What is your budget? Is there a realistic price the site cannot go over?

12. Are there any other details that we need to know in order to provide an accurate proposal and/or estimate?